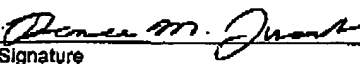


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DATE: September 7, 2005		
TO: COMMISSIONER FOR PATENTS, U.S. PATENT & TRADEMARK OFFICE		
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NO. OF PAGES: Cover + 8		
<b><u>CERTIFICATE OF FACSIMILE TRANSMISSION</u></b> I hereby certify that this correspondence is being facsimile transmitted to the U.S. Patent and Trademark Office on the date indicated below.  Renee M. Franks Typed/Printed Name   Signature  September 7, 2005 Date	APPLICATION NO.	09/671,761
	FILING DATE	09/26/2000
	FIRST NAMED INVENTOR	Bradley S. Masters, et al.
	ART UNIT	2616
	CONFIRMATION NO.	4727
	EXAMINER	Alicia M. Duggins
ATTORNEY DOCKET NO.	K35A0657	
TITLE	SYSTEM AND METHOD FOR CREATING AND DISPLAYING A PREFERENCE BASED MENU FOR A VIEWING SESSION	

## ATTACHED WITH THIS SUBMISSION:

1. Transmittal Form (1 page)
2. Response to Office Action Mailed June 7, 2005 (7 pages)

PLEASE CONFIRM RECEIPT OF THIS TRANSMISSION. IF THERE IS ANY PROBLEM WITH THIS TRANSMISSION, PLEASE CALL SANDRA GENUA AT (949) 672-7780.

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<b>TRANSMITTAL FORM</b>  <small>(to be used for all correspondence after initial filing)</small>	Application Number	09/671,761
	Filing Date	09/26/2000
	First Named Inventor	Bradley S. Masters, et al.
	Art Unit	2616
	Examiner Name	Alicia M. Duggins
Total Number of Pages in This Submission	Attorney Docket Number	K35A0657

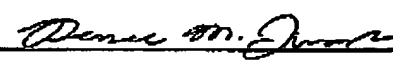
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Printed name	Milad G. Shara, Esq.		
Date	September 7, 2005	Reg. No.	39,367

**CERTIFICATE OF TRANSMISSION/MAILING**

I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

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This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Appln. of: Bradley S. Masters, et al.

Art Unit: 2616

Serial No.: 09/671,761

Examiner: Alicia M. Duggins

Filing Date: 09/26/2000

Confirmation No.: 4727

For: SYSTEM AND METHOD FOR  
CREATING AND DISPLAYING A  
PREFERENCE BASED MENU FOR A  
VIEWING SESSION

Docket No.: K35A0657

**RESPONSE TO OFFICE ACTION MAILED JUNE 7, 2005**MAIL STOP AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action mailed on June 7, 2005 for the above-identified patent application, please consider the following amendments and/or remarks.

Amendments to the **Claims** are reflected in the listing of claims that begins on page 2 of this paper.

**Remarks/Arguments** begin on page 5 of this paper.